

местам социально-культурного и бытового назначения, а также практико-ориентированный блок, содержащий специально подобранный материал по русскому языку.

Итак, представленный нами вариант внеаудиторных занятий, проводимых в экскурсионной форме, как показывает практика, способствует не только развитию коммуникативной компетенции обучающихся, но и повышает их уровень познавательного интереса к территории пребывания, народу, ее населяющему, а значит – к более высокому уровню освоения русского языка как иностранного.

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MULTIMEDIA PRESENTATIONS AS AN EFFECTIVE TEACHING TECHNIQUE OF FOREIGN LANGUAGES

Abstract. The article considers the application of multimedia presentations as an effective and advanced technique in learning foreign languages. It focuses on essential characteristic features and advantages of the presentations stressing the

potent effect on visual sensation. The article also regards Power Point presentations as a common and contactable variety of multimedia presentations.

Keywords: visualisation, visual aid, multimedia presentation, Power Point computer programme, learning technique.

It is known that the visual perception and reproduction of information require less time than verbal. M. Rouse and S. Madigan's investigations show that successful perception and learning of visual information depends on the length of visual material demonstration and is not related to the duration of the interval between its display, while verbal perception of material depends on the latter [1, p. 151-158]. Moreover, in their view, reproduction of visual information is easier than that of verbal information.

The development of modern society occurs in the information age, which is characterized by the use of information technology in many areas of human activity including the field of education. The rational combination of traditional educational facilities with modern information and computer technology is one of the possible solutions to the problem of modernization of education. Information and computer technology contribute to the development of personal qualities of the individual, variability and individualization of education. Modern information and computer technologies provide an active, creative mastery of the subject being studied to students, allow presenting the material at a new comparatively higher level. Their application opens fundamentally new opportunities in the educational process.

The discipline of foreign languages which, by its nature, presents the creation of an artificial environment for studying a language due to lack of natural one, suggests the most flexible and extensive use of various means of training. Therefore it is not surprising that the new opportunities offered by multimedia resources in teaching a foreign language find the most diverse applications. New information technologies have entered the process of teaching foreign languages: a computer, a multimedia tutorial, the Internet, electronic educational resources. The use of these new information technologies makes it possible to distinguish the following main points:

1. The use of multimedia technology in the teaching foreign languages is designed to significantly improve the teaching efficiency, the main purpose of which is to improve the skills of everyday and professional communication;
2. The means of new information technologies act as a tool for education and training of students, the development of their communication, cognitive, creative abilities and information culture;
3. The use of multimedia teaching aids allows creating an environment close to the actual speech communication in foreign languages since the natural language environment is absent.

Multimedia means are interactive systems providing simultaneous work with sound, animated computer graphics, video frames, still images and text. This term refers to the simultaneous exposure to the user via several information channels. The user usually plays an active role.

The form and place of the use of multimedia presentations in the classroom depends on the content of this lesson and the result at which the teacher aims. Nevertheless, the practice allows singling out certain common, the most effective methods of using such aids:

- 1) when studying new material. It lets illustrate a variety of visual aids. The use is particularly advantageous in those cases when it is necessary to show the dynamics of any process;

- 2) when practising a new theme;

- 3) when checking the knowledge. Computer testing is a self-test and self-realization, it is a good stimulus for learning, a way of expressing yourself and activities. For the teacher it is a means of quality control of knowledge, programmed way of accumulating grades;

- 4) when improving knowledge as an additional material for lessons;

- 5) when checking the front of independent work of students. It provides visual inspection of results along with oral one;

- 6) when solving training tasks. It helps to perform and monitor the intermediate and final results of independent work.

Computer program PowerPoint has already established itself as an effective means of training, and presentations not only in business but also in education. The educational potential of the new technological learning tools can be used effectively in the classroom and foreign language support in the implementation of visual speech training.

Multimedia presentations have several advantages:

- the possibility of using individual slides as handouts (props, tables, charts, graphs, charts, collages, colour and black-and-white foil, printing on paper and etc.);

- management of students' capabilities via effects of animation and hyperlinks;

- combination of various text, audio and video illustrations;

- a combination of classroom and extracurricular independent work of students;

- intensification of attention of the whole group;

- maintaining cognitive interest of students, enhancing learning motivation, as well as the efficiency of perception and memorization of new teaching material;

- possibility to use them as a kind of interactive presentations, multimedia board, which allows clearer explanation of semantics of new lexical, grammatical

and phonetic material, as well as the support for teaching all kinds of speech activity;

- monitoring the acquisition of new knowledge and the systematization of the material studied;
- saving training time;
- the development of teachers' and students' creative abilities in the organization of learning.

A multimedia presentation is a new approach to learning foreign languages. The use of computer presentations in the educational process allows intensifying the acquisition of educational material by students and conducting classes at a new level. To prepare such a presentation a student must carry out some research work, use a large number of information sources, thereby avoiding patterns and turn each individual work into the creative process. It should be noted that students perform multimedia presentation with great interest. It is also an incentive to the development of interest of pupils to learn languages and culture of the countries where these languages are spoken.

Modern communication-oriented training prepares students to use the foreign language in real life. The use of interactive multimedia technology in the communicative teaching of foreign languages improves greatly the quality of delivery of the lesson material and the efficiency of acquisition of this material by students. As practice shows, the use and introduction of modern technology, multimedia equipment enriches the content of the educational process, increases the motivation to learn a foreign language and creates close cooperation between a teacher and students.

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TEACHING FOREIGN TEXTS COMPREHENSION ON THE BASIS OF VISUALIZATION AT HIGHER EDUCATIONAL INSTITUTIONS

Abstract: This article deals with the main issues connected with teaching foreign texts comprehension based on non-linguistic factors at Higher Educational Institutions. The author suggests some requirements influencing on effective learning and creation of positive motivation during English lessons at Higher Educational Institutions.

Keywords: foreign language texts, visualization, motivation, Higher Educational Institutions.

Education is determined by its future requirements of public production, culture and other spheres of social life. It should be organic; it is the unity of two factors: professional and common cultural ones, oriented on spiritual personal development. Each of these factors is realized through theoretical and practical teaching reflected in different forms and methods [1].

New tendencies, appearing in high education system, are expressed in different conceptual approaches in the course formation, planning and in the usage of variable educational programs and methodical issues that are based on creative teacher's enthusiasm. These tendencies are reflected in teaching a foreign language, but they are not used enough in business speech culture formation. It requires rethinking and involving new techniques, questions, structure and cultural status of business speech in linguistic teaching.

Qualitative professional training increases specialist's competitiveness at a global labor market. Nowadays a competent and a qualified specialist that is a person who is good at a foreign language and has become more required in modern society.